

NELSON SOLER

Summary of Skills

- Seasoned professional with 20 years of senior management experience in the areas of mining equipment part sales, nonprofit management, public outreach, training sales and government administration.
- Experience in strategic re-organization, change management, legislation advancement and team development in banking, export mining equipment manufacturing, government, nonprofits and academic sectors.
- Managed Relationships with Multinational Corporation, Subsidiaries and Distributor accounts in Latin America, Africa and Middle East delivering product and systems training; consignment set up and management; inventory/forecasting recommendations; warranty claims; letters of credit evaluation, importation and exportation of goods execution.
- Experience in managing complex projects and multi-disciplinary teams in the areas of Small Business Development, Marketing and Advertising, Export Documentation, Inventory Planning, Procurement, Internet Application Development and Standards of Communication.
- 19 years of experience in developing and implementing training programs for traditional and non-traditional learners in corporate and academic environments.
- Bilingual in English-Spanish with working knowledge of Portuguese and French

Awards and Community Service:

2012	Entrepreneur Award by Hispanic Professionals of Grater Milwaukee	
2011	Hispanic Man of the Year by U.M.O.S	
2011	Supplier of the Year for the Midwest by the National Supplier Business Development Council	
2010	Governor's Partnership in Action Award by Wisconsin State Governors Office	
2010	Business Citizen Award by the Wisconsin Department of Commerce	
2010	National Award for Social Media Campaign by Sam's Club Corporate	
2009	Executive Director of the Year for Region 4 by US Hispanic Chamber of Commerce	
2007	Minority Business Champion for the State of Wisconsin by the Small Business Administration	
	Board Chair of MMAC Business Council	2011-2013
	Emeritus Board Chair and Founder of the Latino Entrepreneurial Network	2005- present
	Vice-chair of Ethnic Business Coalition of Wisconsin	2012- present
	Board Member, Hmong Wisconsin Chamber of Wisconsin	2011- present
	Board Member, Latino Health Organization	2003 - 2005
	Board Member and Co-founder of Friends of the Children's Health Education Center	2003 - 2004
	Co-founder and Treasurer, University of Wisconsin-Milwaukee Latino Alumni Association	2002- 2004

Professional Experience:

2006- present - President and Chief Solutions Officer, Multicultural Entrepreneurial Institute Inc.

Lead a Multicultural Marketing organization with a team of four in the conceptualization, design and implementation of marketing and public outreach campaigns.

- Conducted Advertising, Event Management and Public Outreach for Wisconsin State Fair, Milwaukee County and Business Improvement Districts.
- Conducted Focus Groups for the US Army, Marketing Research for Catholic Financial Life and Public Outreach for over 50 clients. Written over 200 business and marketing plans including forecasting, market analysis, legal structure, employee and policy system development.
- Serve as lead instructor and manage over 25 educational programs, conferences and educational fairs
 - Design business, finance and marketing curriculum for multiple corporate clients, small business and institutions of Higher education including a \$437K ARRA training project. Some clients include the University of Wisconsin-Milwaukee, We Energies, City of Racine, and Social Development Commission.
 - Develop a proprietary culturally relevant training in the areas of: entrepreneurship, construction contracting, finance, marketing, nonprofit management and business negotiations.
 - Provided technical assistance and business coaching that has led to the creation of over 700 businesses in Southeastern Wisconsin.

8/2012-8/2013 Director of Disadvantaged Business Office and Federal Liaison Officer, Milwaukee County

Led the strategic realignment of the Milwaukee County Department of Community Business Development Partners whose mission is to increase the vitality of small and disadvantaged enterprises.

- Created and Implemented policies and procedures that support Disadvantaged Business Enterprises (DBE)/Airport Concessionaire DBE and Small Business Enterprise programs compliance in partnership with elected officials.

- Designed and Implemented strategies for public outreach of internal and external stakeholders increasing transparency and accountability of the office.
- Ensured that all Milwaukee County contracts were compliant with federal regulations and county ordinances in respect to S/DBE while identifying contracting gaps for these firms.
- Designed tools for capacity building including a Revolving Loan Fund and a Micro Loan Fund.
- Managed a team of certification and contract compliance managers.
- Completed F.A.A. Compliance Reviews and Office of Inspector General Audits.

01/07-05/08 Executive in Training Program, We Energies Corporation

Led efforts to develop a bilingual communication campaign for 45,000 hard to access customers requiring automated meter reading upgrades resulting in a 60% improved response for Network Improvement Project. Made recommendations to leverage internal group's synergies when contacting customers for appointments resulting in efficient resource deployment and improved customer satisfaction. Participated in interdisciplinary projects in the areas of energy conservation and environmental legislation impact while providing financial analysis expertise. Generated forecasted financial statements for ratemaking cases, analyzed earnings trends from internal and external perspectives, compiled financial and technical information for public service commission requests, conceptualized regulatory accounting and finance training for novices and experts.

12/01-01/07 Director, Business Development, Executive Director of Hispanic Entrepreneurial Center, University of Wisconsin-Milwaukee. Responsible for leading efforts in establishing and nourishing professional development and applied research partnerships with industry, trade organizations, campus and the community. Also responsible for managing the Electrical Engineering and customized training areas. Instituted a proactive sales program for engineering and business professional development products in Southeastern Wisconsin and Northern Illinois resulting in over 75 new contacts and \$400K+ in revenue. Developed training assessments and customized training based on client needs. Wrote proposals for training partnerships, customized technical and non-technical products, RFP, RFQ and grants.

4/00-12/01 Director, Business Development and Technology Outreach, Milwaukee School of Engineering- Responsible for marketing and outreach activities for the Applied Technology Center. The Applied Technology Center has 7 research centers: Fluid Power Institute, Center for Biomolecular Modeling, Rapid Prototyping Center, Construction and Engineering Center, High Impact Materials and Structure Center, Photonics/Optics Center, and Electrical Engineering Programs. Key duties included managing the profit and loss, manage corporate relationships, create promotional and marketing plans, and organize and attend trade shows.

10/96-4/00 Export Sales Supervisor, Metso Minerals.

Responsible for sales, warranties, order administration, competitive pricing and forecasting for aftermarket sales for Latin America, Europe, Middle East and Asia Pacific Regions. Managed a part sales budget of \$11 million including the contract negotiations, consignments and direct imports. Lead the corporate automation order process implementation team.

9/96-present Business Adjunct Faculty, Upper Iowa University, Bryant & Stratton College and UW-Milwaukee.

Teach multiple courses in the areas of Business, Economic, Marketing, Accounting, International Economics and Professional Development.

7/95-10/96 International, Account Representative, Bucyrus International. Coordinated part sales activities for customers, subsidiaries and distributors in Latin America, South Africa and customers in the Middle East for a surface mining equipment manufacturer. Administered consignments for bonded warehouses in Chile (2 million) and Brazil (500K). Handled letters of credit and documentation requirements for parts and contracts.

1/94-7/95 Management Trainee, US Bank(Firststar). Rotated through all the functions of the bank including telesales, personal banking, underwriting and commercial and personal credit processing. Achieved \$250K in sales per quarter.

Education:

- Nonprofit Management Program, Notre Dame University 6/12- present
- Associates in Commercial Real Estate Certificate Program, Marquette University 10/02 – 5/03
- Masters of Science in International Business, University of Wisconsin-Milwaukee 1/94 – 5/99
- MBA, University of Wisconsin-Milwaukee 11/91 -11/93
- B.S., Electrical Engineering, State University of New York at Buffalo 1/88- 7/91
- B.A., Economics, State University of New York at Buffalo 1/88- 7/91
- Hold a Wisconsin Real Estate Broker License 2003- present